

Message Text

UNCLASSIFIED

PAGE 01 BONN 05163 241004Z

ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CAB-05 CIAE-00 DODE-00

DOT-00 INR-07 NSAE-00 FAA-00 /033 W

-----242032Z 072933 /53

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FM AMEMBASSY BONN

TO SECSTATE WASHDC 6764

USDOC WASHDC

INFO AMCONSUL FRANKFURT

UNCLAS BONN 05163

FRANKFURT PASS TO USTS

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: FUNDING ESCORTS FOR FY 78 FOREIGN BUYERS
PROGRAM (FBP)

REF.: UNCLAS BONN 04179

1. SUMMARY: POST REQUESTS(A) A SAP COMMITMENT TO FURNISH DOLLARS 3,000 TO FUND TRAVEL OF TWO ESCORTS TO INTELCOM 77 AND (B), PROVISIONALLY, ADDITIONAL DOLLARS 12,000 FOR SIMILAR SUPPORT OF FOUR OTHER EXHIBITIONS IN FY 78. END SUMMARY.

2. AS REPORTED REFTEL AND PREVIOUS, EMBASSY AND POSTS PLAN STRONGEST POSSIBLE COORDINATED SUPPORT OF FBP BEGINNING EARLY FY 78. WE HAVE SELECTED FIVE SHOWS IN FY 78 FOR MAXIMUM SUPPORT (WHICH WE CALL "RED CARPET" SCENARIO). IMPORTANT ELEMENT OF RED CARPET IS PROPOSAL TO SEND ONE OR TWO FSO OR FSL COMMERCIAL SPECIALISTS AS ESCORTS FOR GROUP TRIPS WHICH WE ARE ORGANIZING THROUGH INSTRUMENTALITY OF HAPAG-LLOYD TRAVEL AGENCY IN FRANKFURT AND PAN AMERICAN AIRLINES. TRAVEL AGENT ESTIMATES UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 05163 241004Z

THAT TIMELY NOTICE TO TARGET AUDIENCE THAT MISSION WILL PROVIDE FSO/FSL ESCORT WILL DRAW AT LEAST TWENTY ADDITIONAL BUYERS WHICH SHOULD REPRESENT EXTRA DOLLARS 1.2 MILLION IN PURCHASES OF AMERICAN PRODUCTS. WE THINK THIS HYPOTHESIS IS WORTH TESTING AND WE NEED MONEY TO MAKE THE TEST.

3. SPECIFICALLY, WE REQUEST ALLOCATION OF DOLLARS 3,000 TO COVER GROUP TRAVEL OF TWO MISSION ESCORTS FROM FRANKFURT TO ATLANTA AND RETURN TO SUPPORT VISIT OF APPROXIMATELY SEVENTY GERMAN VISITORS TO INTELCOM '77 BEING HELD IN ATLANTA OCTOBER 9-15, 1977. MONEY REQUESTED REPRESENTS HAPAG-LLOYD/PANAM REDUCED RATE FOR GROUP TRAVEL PLUS SHARED DOUBLE ROOM (APPROXIMATELY DOLLARS 1205 PER PERSON) PLUS PARTIAL PER DIEM FOR FOOD AND LOCAL TRAVEL EXPENSES.

4. AS REPORTED EARLIER, IATA CARRIERS ARE NOT RPT NOT CURRENTLY WILLING GIVE REDUCED FARES FOR GROUP ESCORTS ON NORTH ATLANTIC RUN. WHILE HAPAG-LLOYD AGENCY IS PERSONALLY WILLING GIVE UP TO ONE FREE TICKET FOR ESCORT, THIS WOULD, APPARENTLY, ENTAIL SIMPLY PASSING ADDITIONAL COST ON TO GERMAN BUYERS IN GROUP. WE THINK THIS IS UNSEEMLY IN VIEW OF PROBABLE INCREMENT TO US EXPORTS WHICH CAN BE EXPECTED.

5. WOULD APPRECIATE ASAP REPLY TO ABOVE REQUEST, SINCE WE ARE ABOUT TO BEGIN RECRUITMENT CAMPAIGN FOR INTEL-COM '77. IF EXPERIMENT PROVES SUCCESSFUL, WE WOULD EXPECT TO REQUEST ADDITIONAL DOLLARS 12,000 IN FY 78 TO FUND TRAVEL OF TWO ESCORTS TO EACH OF FOUR OTHER AMERICAN PRODUCT EXHIBITIONS SELECTED FOR FY 78 RED CARPET TREATMENT. STOESSEL

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